

VALENCIA COMMUNITY COLLEGE
Student Affairs Department Action Plan
WEAVE Online Form

Active Cycle (academic year): **2016-2017**

Area (Department/Program): **College Transitions**

Person Responsible: **Amy Kleeman, AVP, College Transitions**

	Plan
1. Goal -principal purpose of plan (include how this relates to serving students or increasing student success or supporting LifeMap)	Enhance and improve the enrollment management process to better serve students and facilitate a more seamless, student-friendly experience that positively impacts enrollment goals.
2. Objectives -what will be accomplished and measured	Participate in implementation of CRM Recruiter tool Establish communication plan from prospect to enrollment Continue to district partnership Continue to review and refine departmental unit enrollment processes Coordinate enrollment process analysis in conjunction with SA direct report team
3. Measures and Findings – How specifically measures will be conducted. How will we know the objective has been achieved?	Implementation of CRM Documented outreach/communication plan for enrollment activities. Student survey results of registration process
4. Action Plan – what is the implementation plan?	Complete process analysis for enrollment Launch CRM Implement online Dual Enrollment Application through CRM tool Administer fall/spring enrollment surveys to garner student feedback Administer survey to non-enrolled applicants (fall)
5. Achievement Summary/Analysis - What was learned from the assessment results? What changes will you make in your initiative for the year to come?	Learned: Next Year:
6. General Education Learning Outcome	
7. Strategic Plan Outcome	Goal 1: Build Pathways; Goal 3: Invest in Each Other